



Assam University Silchar
Abanindranath Tagore School of Creative Arts & Communication Studies
Department of Mass Communication

Syllabus of Journalism & Mass Communication for Three Year Degree Course (CBCS)
STRUCTURE OF SYLLABUS UNDER
CHOICE BASED CREDIT SYSTEM

Journalism & Mass Communication (Pass)

Semester	Disipline Specific Core Course (4 x6 Credits Each)	Discipline Specific Elective DSE (2x6 Credits Each)	Skill Enhancement Course (SEC) (2X 4 Credits Each)	Generic Elective 4x6 Credits Each for Other Hons Students (*marked) OR 2 x6 Credits Each for Other Pass Students (** marked)
I	JMC -DSC-101			JMC-GE-101 (DSC-101)*
II	JMC -DSC-201			JMC-GE-201 (DSC-201)*
III	JMC -DSC-301		JMC -SEC-301	JMC-GE-301 (DSC-301)*
IV	JMC -DSC-401		JMC -SEC-401	JMC-GE-401 (DSC-401)*
V		JMC -DSE-501	JMC -SEC-501 (301)	JMC -GE-501 (DSC-101)**
VI		JMC -DSE-601	JMC -SEC-601 (401)	JMC -GE-601 (DSC-201)**

Sl	Course No	Course Name	CREDITS	FOR PASS	FOR OTHE R HONS	FOR OTHE R PASS
1	JMC-DSC-101	Introduction to Journalism & Mass Communication	6			
2	JMC-DSC-201	Introduction to Reporting & Basics of Indian Constitution	6			
3	JMC-DSC-301	Introduction to Electronic Media	6			
4	JMC-DSC-401	Introduction to Development Journalism	6			
5	JMC-DSE-501	Introduction to Film Studies	6			
6	JMC-DSE-601	Introduction to Advertising & Public Relations	6			
7	JMC-SEC-301	Print Journalism Practical	4			
8	JMC-SEC-401	Photography & Electronic Media Practical	4			

Placed and adopted in the BUGS dated 25th April, 2017.

Chairman, BUGS

Course Details

1. JMC-DSC-101-Introduction to Journalism & Mass Communication: 6 Credits

UNIT I: – Journalism and News: definition - nature – scope; Newspapers – types of newspapers – contents – characteristics; Magazines – characteristics and types. First Indian newspaper & Print media in nineteenth century;

UNIT II:- Indian press and Indian freedom movement; Ownership of print media – types – merits and demerits. Organizational structure of newspapers; Functions of different department / staff: reporting, editorial, advertising and circulation departments; News Room.

UNIT III:- Press Commissions; Press Council; INS; ABC; PIB; Information & Broadcasting Ministry of Government of India; Information & Culture department of the state governments. Citizen Journalism.

UNIT IV:- Definitions of Communication, Mass Communication, Inter-personal communication. Simple Communication models.

UNIT V:- Lasswell, Schramm, Osgood, Berlo, Newcomb, Shannon & Weaver's model of Communication.

2. JMC-DSC-201-Introduction to Reporting & Basics of Indian Constitution: 6 Credits

UNIT I:- What is News; 5 W 1 H; Hard News / Soft News; Structures of news writing – chronology and inverted pyramid: Writing news – lead – types of leads; body; The news process: from the event to the reader (how news is carried from event to reader);

UNIT II:- Functions and responsibilities of a Reporter; Qualities of a reporter; News sense; News Sources; Cross checking; Avoiding bias and balancing in news writing. Criteria for news worthiness, Principles of news selection, Reporting techniques – hard news & soft news. Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline. Off-the-record; follow-up. Morgue.

UNIT III:- Republic of India as enshrined in the Preamble of the Constitution; Federal government structure of India; Schedules of powers and responsibility of state, union and local government;

UNIT IV:- Nature of Government: President, Union Government, Prime Minister, Vice-President, Indian Parliament; Lok Sabha, Rajya Sabha. Amendment procedure of Indian Constitution.

UNIT V:- Indian multi-party electoral system; First past the post and anti-defection law. Five Year Panning & Niti Ayog.

3. JMC-DSC-301-Basics of Electronic Media: 6 Credits

UNIT I:- Evolution of Radio & Television in India, Prasar Bharati, Indian Information Service. Different types of Radio broadcast, AM, FM., Community Radio.

UNIT II: – News Reporting for Radio: Writing for Radio News, Script Writing for Radio, Writing style for Radio (Practice Oriented Sub-Unit)

UNIT III: – Capturing Visual images: Frame, Focus, establishment shots, angles, editing, Structure of Television News processing. Writing style for Television News.

UNIT IV:- Terrestrial and Satellite Broadcast, Webcast, News Gathering for Television, Evolution of Television News. Public Service Broadcasting.

UNIT V:- Writing for Television: SOT, Piece to Camera, Structure of Television News Bulletin, Scripting for Television News Stories (Practice Oriented Unit)

4. JMC-DSE-401-Introduction to Development Journalism : 6 Credits

UNIT I:- Concept of development; development indicators, development indicators of HDR, UNDP: Sustainable development.

UNIT II:- Development journalism – concept – relevance; development communication – meaning – P. Sainath's concepts and contribution in rural reporting.

UNIT III:- strategies in development communication – dominant paradigm – its critique, Social cultural and economic barriers to development communication.

UNIT IV:- diffusion of innovation, Gandhian model; Creation of development messages: language, context, social environment, areas of rural development, health, population, agriculture, Panchayati raj.

UNIT V:- Case studies in Indian context- SITE, KHEDA, Peoples Campaign for 9th Plan in Kerala. Participatory model of development.

5. JMC-DSC-501-Introduction to Advertising & Public Relations: 6 Credits

UNIT I:- Advertising – definition; social and economic benefits of advertising; mass media and advertising; criticisms; types of advertising; consumer advertising; Product advertising – target audience – brand image – positioning; advertising strategies; appeals.

UNIT II:- Advertising agency – structure and functions, creativity – media selection – newspapers, magazines, radio, television, outdoor, strategy, planning, media budget; campaign planning; market research; ethical aspects of advertising.

UNIT III:- Public Relations – definition – PR as a communication function – publicity, propaganda and public opinion – PR as a management function.

UNIT IV:- Stages of PR – planning – implementation – research – evaluation – PR practitioners and media relations – press conference – press releases – other PR tools. Communication with public – internal and external.

UNIT V:- PR for political parties; crisis management – Code of ethics for PR – professional organisations of PR, Qualities of a good PR professional.

6. JMC-DSE-601-Introduction to Film Studies: 6 Credits

UNIT I:- Language of Film; Film Genres; Film as Industry, Film as Art.

UNIT II:- Silent Era; Initial period of International cinema, Contribution of Charlie Chaplin, Sergei Eisenstein, Alfred Hitchcock

UNIT III:- Initial period of Indian Film Industry; different important streams of International Cinema.

UNIT IV:- Ghatak's Trilogy. Contribution of Ritwik Ghatak and his films; Partition & Ghatak.

UNIT V:- Contribution of Satyajit Ray and his films; Role of Pather Panchali in Indian Cinema.

7. JMC-SEC-301- Print Journalism Practical : 4 Credits

UNIT A: Each student should collect 30 different stories of minimum 10 different categories (accident, business and commerce, calamity, courts, crime, culture, education, event, incident, politics, science, sports, society, war, women etc.) from newspaper cutting and present in the workbook by category and analyse the 5 W 1 H in the workbook.

UNIT B: Each student should write 10 News Reporting copies, taking stories on at least five different types out of crime, courts, society, culture, politics, commerce and business, education and other type of news reporting in the workbook.

Marks Distribution:

External evaluation: 50% (UNIT A: 20%; UNIT B: 30%) + Viva voce 20% = 70 %

Internal evaluation = 30% marks

8. JMC-SEC-401-Photography & Electronic Media Practical: 4 Credits

UNIT A: Each Student should submit an album with hard copies of 10 photos with news value in their workbook with caption.

UNIT B: Each student should submit a radio news script of a single story between 20 sec to 2 minutes.

UNIT C: Each student should submit a TV news script of maximum 2 minutes duration with Anchor's bite, SOT and PTC

UNIT D: Students would do a TV news story under the guidance of course teacher, with SOT and PTC.

Marks distribution:

External evaluation: 50% (Unit A: 10%; Unit B:10%; Unit C:10%; Unit D: 20%) + Viva voce 20% = 70 %

Internal evaluation = 30% marks

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25th April 2017

Chairman, BUGS